

THE

# QUILL

A MAGAZINE FOR JOURNALISTS



February, 1957

**RADIO LISTENS TO NEWSPAPER REPORTERS AT WORK**  
WBBM's "Ear on Chicago" hears Chicago Daily News reporters get facts about the city's building code. Story on page 9.

50 Cents

# CBS Foundation Inc. News and Public Affairs Fellowships for 1957-1958

*CBS Foundation Inc. announces the establishment at Columbia University in New York of a group of one-year CBS Foundation Fellowships, to begin in September 1957, for eligible persons engaged in news and public affairs in the radio and television field. The Fellows will have all University expenses paid and in addition will receive a stipend designed to cover living and other necessary costs during the fellowship year. Eight fellowships are offered for 1957-1958.*

## *Purpose of the Fellowships*

CBS Foundation Inc. has established the fellowships to offer a year of study for men and women engaged in Radio-TV news and public affairs who show promise of greater development and who seem most likely to benefit from the study year provided.

The fellowships make it possible for a holder to pursue credit or non-credit courses of his own choosing from the wide curriculum of Columbia University. The courses chosen should be those which, in the opinion of the Fellow and with the advice of a University representative, can contribute most advantageously to a broadening and strengthening of his background for continued work in news and public affairs. The courses would not, therefore, be limited to any general field; they might range across such varied fields as diplomatic history, economics, modern languages, Far Eastern affairs, political science, labor relations, nuclear science, etc.

In addition to the study program, CBS Foundation Fellows will meet from time to time as a group to hear invited speakers on subjects related to the news and public affairs field and to discuss these subjects with them; and they will be invited from time to time to observe and discuss news and public affairs programs and techniques at CBS Radio and CBS Television studios in New York.

## *The Fellowship Year*

While Fellows will be expected to meet the attendance standards of the courses in which they enroll, no final examination or paper or report will be required. The year is intended to be one in which promising people can, through detachment from their routine work, find both formal and informal opportunities to build up their knowledge of particular subjects and, at the same time, increase their understanding of the potentialities of radio and television as media for news and public affairs programming.

The first year of the fellowships will be the academic year 1957-1958, starting in September 1957.

Address request for an application or other correspondence to:

WILLIAM C. ACKERMAN  
Executive Director, CBS Foundation Inc.  
485 Madison Avenue, New York 22, N. Y.

*Applications must be received not later than March 1, 1957. The Selecting Committee will announce its selections about May 1, 1957.*

## *Requirements for Applicants*

### *I. Qualification in one of the following categories:*

- A. News and public affairs staff employees of (1) the CBS Radio Network and its six owned stations; (2) the 197 U.S. stations affiliated with CBS Radio, but not owned by it; (3) the CBS Television Network and its five owned stations; (4) the 184 U.S. stations affiliated with CBS Television, but not owned by it.
  - B. Regular members of the staffs of non-commercial radio and television stations licensed to colleges and universities who are engaged for a substantial portion of their time in news and public affairs programs.
  - C. Teachers of courses in radio and television news and public affairs techniques at colleges and universities.
2. A statement by the applicant's employer promising the applicant his present job, or an equivalent job, at the end of the fellowship year.
  3. A statement covering the applicant's personal history; educational background; experience in news and public affairs; and the studies the applicant desires to pursue and the relation of these studies to work performed or contemplated.

## *The Selecting Committee (for 1957-1958)*

### *On Behalf of the Public:*

LEWIS W. DOUGLAS, former American Ambassador to Great Britain; former Member of Congress and Director of the Budget; Chairman of the Board, Mutual Life Insurance Company of New York.

JOSEPH E. JOHNSON, President, Carnegie Endowment for International Peace; former Professor of History, Williams College; former officer of U. S. Department of State and adviser to U. S. delegations to the U. N.

BYRON PRICE, former Executive News Editor, Associated Press; Assistant Secretary-General, United Nations; U. S. Director of Censorship, World War II; awarded special Pulitzer citation for creation and administration of press and broadcasting wartime codes (1941).

### *On Behalf of Columbia University:*

DR. JACQUES BARZUN, Dean of the Graduate Faculties

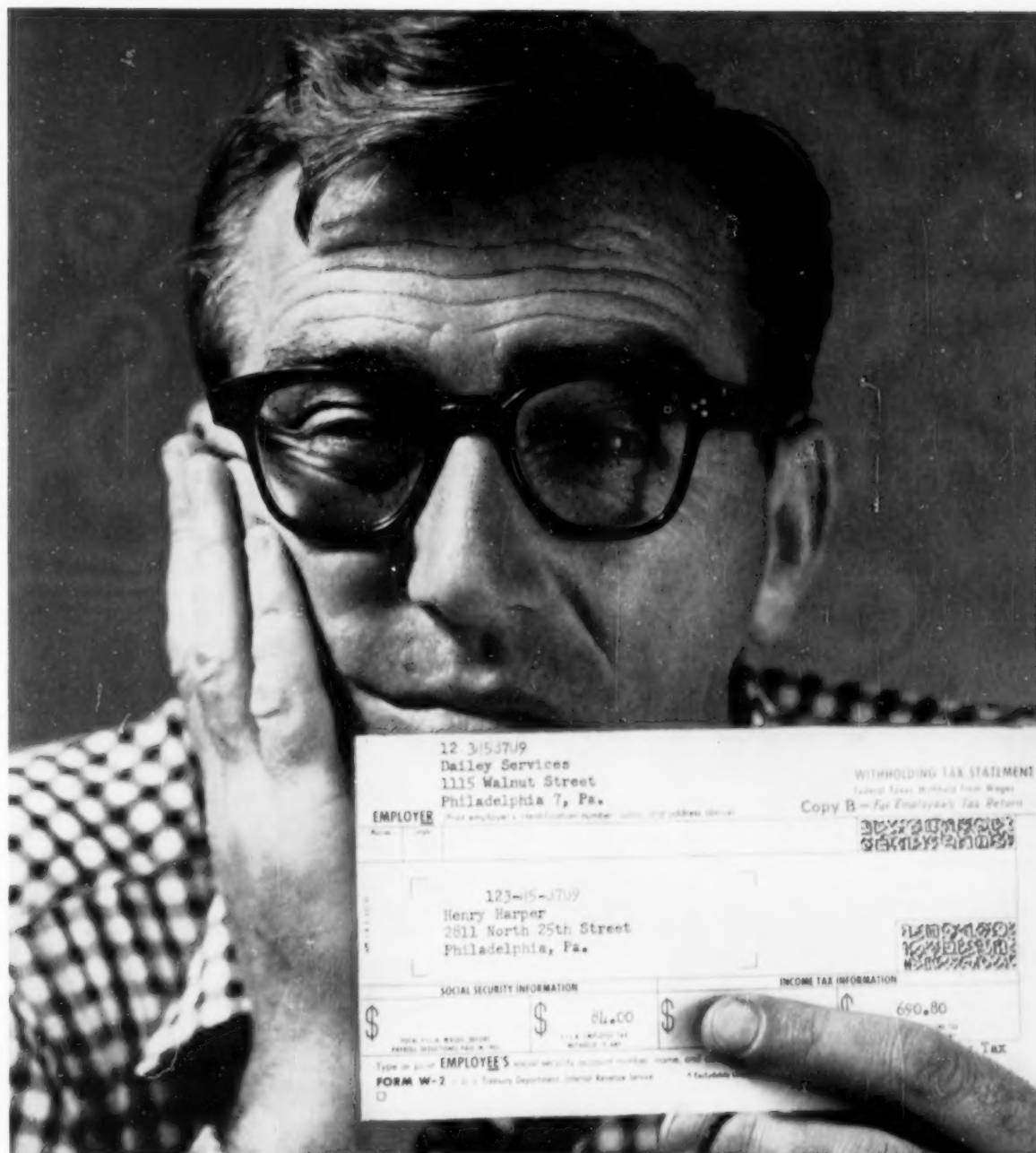
DR. JOHN A. KROUT, Vice President and Provost

### *On Behalf of CBS Foundation Inc.:*

SIG MICKELSON, Vice President in Charge of News and Public Affairs, CBS, Inc., and a member of the Board of CBS Foundation Inc.

EDWARD R. MURROW, News and Public Affairs broadcaster

The Selecting Committee will consider, among other factors, whether the stipend offered each applicant will be sufficient to meet living and other necessary expenses to the applicant. In cases where an applicant has above average living expenses because of the size of family or above-average travel and transportation expenses because of the distance of his city or town from New York, consideration will be given to the possibility of a special allowance. All expenses at Columbia University (including tuition and special charges in connection with the fellowship program) will be paid in full for each Fellow.



## Where do your taxes go?

You may have a pretty good idea where taxes go. But did you know that some go to help pay other people's electric bills?

They're the families and businesses that get their electricity from federal government electric systems like the TVA.

While about 23¢ of every dollar you pay for electricity from your power company goes for taxes,

those other people pay much less . . . only about 4¢ per dollar if their power comes from the government's TVA, for example. As a result, *you* are taxed *more* to make up for what *they don't have to pay*.

Don't you think this unfair tax favoritism needs thorough study and discussion? *America's Independent Electric Light and Power Companies\**.

\*Company names on request through this magazine

## Bylines in This Issue

**T**HE cartoon on the editorial page was drawn for *THE QUILL* by **Don Hesse**, editorial cartoonist for the *St. Louis Globe-Democrat* and the *McNaught Syndicate*. Don started his newspaper career as a photographer for his home town newspaper, the *Belle-ville, Ill. News-Democrat*, before he was out of high school. He joined the United States Air Force in 1942 and served overseas in the Philippines. In service he did photography and art work for military public relations, including cartoons for camp newspapers.



DON HESSE

He joined the *Globe-Democrat* in 1946 after his discharge from service and was named editorial cartoonist in 1951. In 1953 he was honored in Washington by Prince Bernhard of the Netherlands for his cartoon depicting the plight of Dutch flood victims. In 1954 he received the Freedom Foundations Award and the following year the Christopher Award. Don is married and lives with his wife and daughter in Belleville.

**HUGH HILL**, Director of Special Events for WBBM, Chicago, describes a dramatic and effective example of "journalism in sound" in his story on page 9.



HUGH HILL

"'Ear on Chicago' Program Shows Value of Radio as Information Medium." Hugh was born in Gillespie, Illinois, where the most often remembered sounds were from depression-idled coal miners and their families picking chunks of coal from along railroad tracks and city streets to fuel the furnaces in their homes. Most often heard sound for three years with the Air Transport Command in the China-Burma-India Theater during World War II was the whine of C-46 engines. This seasoned radio newsman earned his B.J. de-

gree at Missouri in 1949, where the local station, KFRU, offered an outlet for the raw recruit. Numerous news jobs at several radio stations led him to his present spot. He's a member of Sigma Delta Chi and the Chicago Press Club.

**L**AST year **Mason Rossiter Smith** spent six months in the Philippines as a special adviser in American weekly journalism for the State Department. Out of his first-hand knowledge of the Filipino editors and their problems, he has written "Journalism in Philippines Retains Old Hell and Brimstone Tradition" (page 7).

With the exception of the war years when he served in the United States Navy as a Lieutenant Commander, he has been in newspaper work since his graduation from Amherst College "cum laude" in 1932. From 1934 to 1936 he was the legislative correspondent at Albany, N. Y., for the *Syracuse, N. Y. Herald*. In 1936 he became managing editor of the *Tribune-Press* of Gouverneur, N. Y., and a year later he purchased the paper and became its editor and publisher. In 1949 he purchased the *St. Lawrence Plaindealer* at Canton, N. Y. and now serves as publisher of both newspapers.

Mason has traveled extensively abroad on special foreign correspondence assignments in recent years. He is active in civic affairs, has served as president of the New York State Press Association and as state chairman of New York for the National Editorial Association. Last year he was president of Sigma Delta Chi and he is now chairman of its Executive Council. He is married and has four children.



MASON SMITH

**T**HE study which provided the material for "Local Pictures Face Stiff Competition in Fight for Attention of the Reader" (page 11) was gathered by **Dr. C. William Horrell** during his work for a doctorate at the University of Indiana. Dr. Horrell is now Assistant Professor of Journalism and Director of the Photographic Service at

Southern Illinois University. He has done free lance photography for newspapers and magazines since 1937. In 1942-44, he served as a supervisor script writer in the Training Film Preparation Unit of the United States Air Force at Scott Field.

**T**HE cover picture for this issue of *THE QUILL* shows Kirk Logie of WBBM Radio, Chicago, in the background at left, with his equipment, as WBBM's dramatic "Ear on Chicago" hears the *Chicago Daily News* get the facts for a city building code story. Reporters Jay McMullen and Robert Seaver, with notepads, are interviewing two Chicago building inspectors. Dick Collins of the *News* holds the microphone.

## From Quill Readers

To the Quill:

Your recent editorial, "Is the Bloom off the Peach?," voiced some opinions with which my experience agrees . . . even though much of my background is in advertising and I readily admit the tremendous importance of advertising income and its modern impact on circulation.

However, the non-material "lure of newspapering" has vanished to a disastrous extent—and largely for the reasons you mention. Much of the vanishing has resulted, though, as a harvest of a generation of editors who have sublimated the editorial side to the point where it has become more of a char-laborer than anything else—even in the once-challenging field of personal community newspapering, editorial has become not only per se but philosophically a mere "excuse" for advertising. This is reflected not only in management's contacts with its editorial staff but in its contacts with the community's young.

In assisting with high school and junior college "career programs" and "counseling weeks," I have discovered that our young people are by no means deaf to the evangelic challenge of the editorial side. In too many instances, they are left unaware of this abiding challenge when management speaks to those young people who are in the process of resolving their careers. And too many young people who are challenged, find their challenge dimmed and-snuffed upon reaching a journalism school where "the Bloom" is con-

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# THE QUILL

A Magazine for Journalists

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## Wind of Freedom

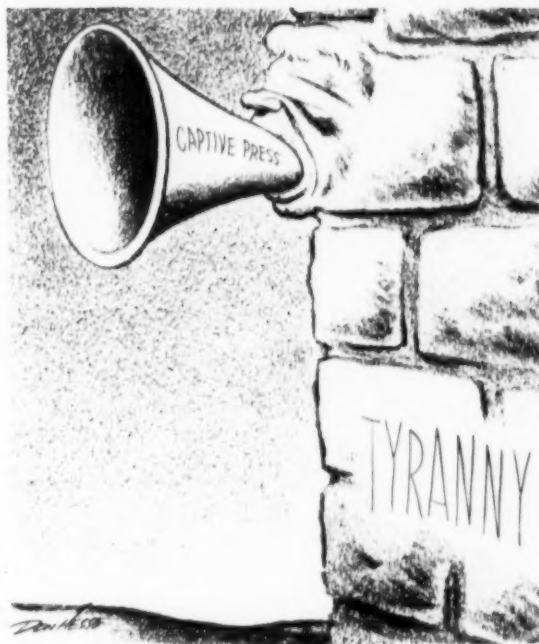
**I**F this page has devoted much of its attention recently to freedom—not only of the press, but also of the people's basic right to know—it is because the issue of freedom demands attention. Abroad our government, and our profession, are giving force and meaning to freedom of information and expression. At home the picture is not so flattering.

In the eloquent words of Dr. Alberto Gainza Paz, noted editor and publisher of Argentina's *La Prensa*, in this issue, can be found a moving testimonial to the contribution we have made in his country and elsewhere. In Mason R. Smith's incisive report of journalism in the Philippines, we find convincing corroboration. In both we find something else that is significant—the brotherhood of freedom. Dr. Paz notes that "Journalism is born in freedom and it fights for liberty. This double characteristic is common to independent newspapers and newspapermen in all the world. There is a fraternal feeling among newsmen that is universal. It unites us, despite frontiers, in good times and bad."

Mason Smith found heartwarming evidence of this brotherhood in the Philippines, where newspapermen look to the United States as their example. There can be little doubt as to the effectiveness on the peoples of the Far East of this militant Filipino journalism as an answer to Communism.

**W**E have become accustomed to accepting the smug conclusion that denial of freedom of expression and of information exists only under the shadow of the Kremlin. Yet Dr. Paz asks the pertinent question: "What American republic is free now from real or potential threats to the exercise of absolutely free journalism?" He does not mention the United States, but the implication of his question seems clear. For there are those in this country, as elsewhere, who fear freedom. They do not, as he points out, deny liberty; they merely do not understand it. They do not accept the basic truth that the press is essential to the formation of "that public opinion which alone can make democracy effective."

It is an ironic commentary on our own lack of foresight that we have been neglecting the education of our own readers and listeners to their stake in the right to know, while we have been concentrating on awakening peoples abroad to this basic right. The weakness of our fight at home against censorship, against secrecy in public affairs, against all those who do not understand liberty, can be



Part of the Structure

—Don Hesse, St. Louis Globe-Democrat

found in large part in our failure to convince the American people that our battle is not merely a quarrel between communication media and units of government, but that it is their fight for their right to know.

**W**HAT we have been saying by our actions to the rest of the world is do as we say, not as we do. Can any of us doubt that in our democracy secrecy in government would continue to exist if the American people were convinced of its danger? In this fight at home we have been waging a skirmish when we should bring into action our heavy artillery. Until we do that, I suspect, we will never achieve more than an isolated and temporary victory.

"Great oaks of journalism grow only where the winds of freedom blow through their branches." The words, from one who testifies to their truth from bitter experience, should remind us that we are not setting an example at home in keeping with what we are achieving abroad.

CHARLES C. CLAYTON

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Manganese is important, too, in the chemical industry. And modern dry-cell batteries, like steel, could not be easily made without it. Most of the manganese used in the United

States must be imported, and two-thirds of the world's reserves of high-grade ore lie in countries behind the iron curtain. The strategic importance of manganese is plainly evident. Anaconda's importance in manganese production is quite clear, too. Currently, over half of the domestic production of manganese comes from the "Emma Mine" in Butte, Montana.

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THE QUILL for February, 1957

# Journalism in Philippines Retains Old Hell and Brimstone Tradition

*Under difficult economic and political handicaps the press of one of the world's newest republics is helping build a modern society in the Far East with the aid and encouragement of American editors.*

By MASON ROSSITER SMITH

**T**HE modern world has witnessed the decline, not only of the oldtime colonialism, but of the prestige of many once great powers which developed colonialism in years past. In such a world Americans well may take pride in the record of their country in helping new nations toward independence.

The most striking example is the new Republic of the Philippines, whose people were given the solemn promise of the United States that they would govern themselves just as soon as they had prepared themselves adequately for that responsibility.

But we did something more. Unlike many other powers who made similar promises to other undeveloped peoples both before and after our entry into the Philippines in 1898, the United States not only has kept its promise of independence, but it has at the same time provided the education essential to preparation for independence.

An opportunity to observe the results of this process became mine in February, 1956, when I began a three months' visit in the Philippines under auspices of our State Department, to work with provincial editors throughout the Philippines, as a specialist in American country journalism.

**E**NTERTAINED frequently in the homes of Filipino publishers, I was invited to speak as a visiting American journalist in several universities, before service clubs, and at special press conferences arranged by newspapermen and other interested groups.

Interestingly enough, some of these groups included Filipino journalists who received their initial training in Stateside schools of journalism, and who there became members of Sigma Delta Chi.

It was Alberto Ybuico, Northwest-ern '54, who arranged a luncheon in my honor at the Manila Overseas Press Club, when he learned through *THE QUILL* that the national president

of the fraternity was in the Philippines.

**F**ILIPINO journalism is a live and virile factor in this new country, and the provincial press in the Philippines, like the country press here in the United States, wields an enormously important influence in national affairs. It is winning increasing recognition, despite the fact that it is plagued with a whole host of mechanical and economic problems, far more difficult than any we have to face.

It is a free press—actually freer in some respects than ours. It comes closer, for example, to the oldtime American hellfire and brimstone kind of editorializing of fifty to seventy-five

years ago than to the customarily dignified and libel-conscious editorial writing of today.

As for news style, the Filipino version is somewhat racier than ours, with less tendency to choose the more delicately turned phrase. The Filipino writes frankly, as he sees the facts, and the facts usually get printed that way.

**T**HE Filipino publisher has more to contend with than the mores and reading habits of his people. As a result of trade difficulties peculiar to the country itself, the average provincial publisher has to be not only a good editor but a good businessman, too, if he is to survive at all.

There are men and women of great



Among the experiences of Mason Smith in the Philippines was riding a water buffalo, Filipino beast of burden, and swapping copies of his own New York weeklies for samples of Filipino "country newspapers." Coniconde, celebrated Filipino cartoonist, depicts both these activities and presents Smith in his attire for the climate in this drawing. The original, a gift to the American visitor, is much larger and in four colors.

courage and ability in the ranks of Filipino journalism, and Americans have good reason to take pride in the influence of our own country in development of the island republic. Among other ideas we have left in the Philippines is the tradition of an honest, virile, versatile, fighting journalism, dedicated to the welfare of the whole people.

ONE of the best examples of dedicated journalism in the Philippines is the *Morning Times*, a weekly newspaper published in Cebu, second city of the Philippines, located almost in the exact center of the country.

Sigma Delta Chi now has in its archives, as a personal gift of the editor himself, a bound copy of all editions of the *Morning Times* when it was published as a guerilla newspaper during the war. I have seen the nine by twelve Chandler & Price press on which it was printed (It's still in use for commercial printing), one page at a time, even one column or part of a column at a time, in the jungle. Still in use, too, is the editor's portable typewriter on which the copy was originally pounded out, also in the jungle—in the days when the editor rubbed coconut oil on the ribbon to make it last, because he didn't know where or when he could get another.

THIS paper was in those days, and is even now, set entirely by hand, but then the quantity of type was so limited that they could never set up a full page, even though it consisted of only three short columns on a six by nine sheet. So they set up what they could, printed that, tore down the type and distributed it, then set up some more, printed that, and so on—four six by nine pages of it. Interestingly enough, the same men who put out that tiny paper during the war, at great personal risk and in constant danger for their lives, still put out the larger, more modern tabloid-size paper today.

Geographically the country includes some 7,000 islands, only about 2,000 of these with names, stretching a thousand miles. The land is of volcanic origin and extremely fertile. In addition, the Philippines have important mineral, oil, and other resources. Twenty million people live in the country, which today is much like the United States was one hundred years ago—room for expansion and areas to be explored and developed.

Racially the friendly Filipino, with strains of many Asiatic peoples in his bloodstream, is often referred to as "Mr. Asia." Many Filipinos are part Spanish or American. The Filipino is rather short, lean and wiry; intelli-

gent, religious, versatile, and a scrapper.

A typical provincial plant includes a dozen or so cabinets of handset type, three or four composing stones, perhaps three "Minervas," as they're known out there—Chandler and Price platen presses, mostly handfed, from nine by twelve up to poster size; a small quantity of simple bindery equipment. It all may be housed in a building constructed of palm thatch, with a clean, hard-beaten earthen floor. The latter is, however, not typical—the usual plant is in a frame or stone building, much like any we build in this country, except that they are open for ventilation in a much warmer climate.

DEPENDING on the volume of business, the typical shop employs perhaps eight to ten printers full time—possibly two to three times as many as we employ over here for the same volume of business, because most of the work is done by hand. The presses, paper cutters and other machines are largely run by electric power, and the hand workmanship is uniformly good. In fact, it is difficult to believe that some of these handset newspapers are not produced by machine.

But only 11 of the 37 plants I visited possessed even one typesetting machine—and most of these were 50 years old or more. Only one or two of the plants had more than one machine.

The typical provincial newspaper is a weekly tabloid, usually only four pages, published on Saturday or Sunday, with a circulation of about 1,000 to 2,000 copies. It sells for the American equivalent of 10 or 12 cents on the news stands.

It is, usually, entirely handset and in most cases is printed one page at a time in a slow, laborious process on a twelve by eighteen Minerva.

Generally speaking, the owner of the business derives sufficient income from his commercial printing operations to offset losses on the newspaper. In most cases, even where the shop is well-equipped with modern machinery, the publisher makes little or no money on his paper. He publishes it as a "public service," "for the love of the game," or for political purposes.

The fact that so many newspapers are or have been political in origin has resulted in lack of public confidence, which in turn affects both readership and advertising. Lack of accuracy and objectivity in reporting tends to undermine public confidence still further, in some cases.

Yet it is only fair to say that a

marked change is taking place in Filipino journalism.

AS an example, in the course of a radio press conference staged by the local press club at Cagayan de Oro one afternoon, I was asked what American newspapermen might do under these circumstances:

A small audience of perhaps 100 persons has gathered to hear an outstanding political leader. He opened his remarks with the statement that his address will be "off the record."

"Well," I replied, "perhaps you have read that under similar circumstances in the States, the reporters present walked out of the room. After all, it's pretty hard to talk to 100 people and keep it off the record. Any good reporter could get the whole story, anyhow, at the door, after the meeting was over."

My interrogators grinned broadly. "You see," said Manuel Quisumbing, president of the press club, "we did exactly the same thing at a meeting the other night and were rather severely criticized for it."

This attitude over there, as over here, tends, of course, to raise the stature of the newspaper in the eyes of the people.

There are serious problems in provincial circulation. Perhaps most serious is that the majority of the people in the Philippines do not read newspapers in the same way we do. For example, they don't seem to feel the need to read both the local weekly and the nearby daily carrying regional, state and national news, to be well informed.

When I first visited a fair-sized city in Negros over the weekend, I asked the hotel proprietor if he could direct me to the local newspaper offices. "I don't believe there are any," he started to say, then caught himself. "Wait a minute, there may be one, or possibly two."

"Do you mean to tell me," I inquired, "that you don't know whether there's a newspaper here?"

"I don't need a local newspaper," he replied, "I know what goes on in this town."

A SECOND roadblock to circulation consists of language. For while an increasing number of people speak English, a large percentage of the population still prefer their own local dialects. There are more than 80 of these altogether, and they differ from locality to locality, even over a distance of only a few miles.

Some provincial publishers attempt to overcome this situation by printing part of the paper in English, part in the local dialect, and often neither

(Turn to page 10)



# 'Ear on Chicago' Program Shows Value Of Radio as Information Medium

WBBM's weekly documentary half-hour doesn't 'describe' sounds of the city, but lets at-the-scene recorded sounds tell their own vital part of the story of Chicagoans at work and play.

By HUGH HILL

**H**OW would you describe the sound of noise made by the huge presses at the Chicago *Sun-Times* picking up speed and accelerating to the point where thirty-six thousand papers per hour are rolling off into the conveyor belt and finally into the delivery trucks?

What words would you use to tell of the sounds of marching inmates at Chicago's famous House of Correction, or the whine of the machinery at a Nike defense installation on the shores of Lake Michigan as the deadly missile is moved into firing position?

At WBBM, CBS radio station in Chicago, the Special Events Department is producing a weekly documentary half-hour program which doesn't have to worry about describing the sound; the sound itself tells the story. The program is called "Ear on Chicago."

"Ear on Chicago" is journalism in sound. The program tells the story

of Chicagoans at work and at play, by means of narration, interviews and the recording of sounds which are a vital part of the drama and excitement of an exciting city.

**F**OR example, when we described the operation of the Chicago Board of Trade, what better way to portray the seemingly utter confusion in the grain pits the second the market opens than to broadcast the sound of the odd mixture of voices as the traders offer their bids? At precisely the moment the second hand reaches nine a.m. each morning, the babel of voices rises to a crescendo and visitors along the balcony are often at a loss to understand what is really taking place. This is where the reporter at the scene, the narrator, begins his work.

As the sound is faded down, the voice of the narrator describes its meaning. He then begins a series of

interviews with persons connected with the organization where the story is being told.

If a script were written for the Board of Trade program, it would read like this: SOUND OF VOICES UP FULL AND HOLD FOR TEN SECONDS, THEN FADE UNDER FOR:

NARRATOR: "The voices you are hearing probably seem hopelessly confused, but to a broker in the grain pits at the Chicago Board of Trade each voice carries a great deal of meaning. These are the people who buy and sell the nation's grain, and this is the story of those people and this great trading institution. . . ."

THEME UP FOR TEN SECONDS, THEN FADE UNDER FOR . . .

**A**T this point there is some theme music to help introduce and dramatize the show, and an announcer at the studio reads a standard introduction. The narrator then opens the body of the program with a further brief outline of what the story will be. The interviews are made at various stages of the operation with the narrator talking to the person in charge. As the reporter moves from point to point, and the story unfolds, the sounds in the background are used to add an authentic atmosphere; and a burst of sound between scenes, lasting perhaps three or four seconds, is sometimes used for transition. But throughout the program, sounds are used to form the basis for the story.

"Ear on Chicago" has diversification of subject matter, and, since the entire production is recorded on tape, it has great mobility. The tape-recordings are made at the scene of the story and are brought back to the studios for editing into a finished product.

Among the more than seventy-five programs in the current series, "Ear on Chicago" has gone on many trips. It has taken a ride aboard an airliner



Hugh Hill, Director of Special Events for WBBM in Chicago and author of this article, gets a line on the vending situation at Comiskey Park from George Schiada, who has been dispensing refreshments for many years at the South Side park. WBBM's program, "Ear on Chicago," is described by Hill as "journalism in sound."

from Midway Airport to tell the story of the operation of an airline; gone with a dog catcher in Evanston to try and find a missing Dachshund; watched as the Speedway Wrecking Company tore down a building, spent a day at the Brookfield Zoo; watched and listened as Chicago prepared for the 1956 Democratic National Convention; traveled into port in East Chicago, Indiana on the *S.S. Wilfred Sykes* to tell the story of iron ore boats on the Great Lakes; and visited the main operating room at the world famous Cook County Hospital.

**T**HE narrator on "Ear on Chicago" has not always been on safe ground. He has dodged line drives while making interviews at Comiskey Park; had sand thrown in his face by a disturbed chimpanzee at Brookfield; and has gone through a howling 45 mile per hour gale at a cement plant in East Chicago, Indiana.

"The Ear" was even bold enough to tell how its foremost competitor, the daily newspaper, gets out the news. Listeners heard about the editorial side of the *Chicago Daily News*, and the circulation department of the *Chicago Sun-Times*.

"Ear on Chicago" is a joint product of WBBM, Chicago, and the Illinois Institute of Technology. Eleven other stations in smaller communities rebroadcast this story of a big city in action.

**T**HE program ideas are discussed at weekly meetings between producer John Buckstaff of IIT, and Coordinator Herb Grayson, Public Relations Director of WBBM. After an idea is selected, a conference is set up with representatives of the organization where the story will be recorded. Then comes the day of tape-recording, followed by a day of editing.

When "Ear on Chicago" told how Chicago was preparing for the Democratic Convention, the program was heard on the CBS Radio Network. Quoting from the review of the program which appeared in *Variety*, August 15, 1956, "Ear on Chicago" is a crisp presentation that shows the value of radio anew as an information medium."

### Photo Credits

Cover: *Chicago Daily News*

Page 9: Pics, Chicago

Page 11: Southern Illinois University

Page 13: *Louisville Courier-Journal*

## Filipino Provincial Press Is Free and Frank

(Continued from page 8)

duplicates the other, so none of the subscribers can get all of the information out of the paper, unless he knows both English and dialect.

Thirdly, the Filipino provincial newspaper faces a difficult problem in distribution. Newsstands in the Philippines are nowhere near as numerous as in the States, and often the number of periodicals carried by any one provincial stand is limited to just a few. Transportation provides still another problem in delivering papers.

Finally, the amount of money in circulation in the Philippines is much smaller by comparison than in the States, and by the same token the number of newspaper buyers is much more limited.

As for advertising, the Filipino has problems which are practically unheard of here.

It seems to be a custom there, for example, to pay "commissions" on legal advertising, whether it is placed by a lawyer or government agency—regardless of the source. And it runs as high as 50 per cent.

**A**S for local advertising, this is limited for, generally speaking, there is no system of retail merchandising comparable to the mass selling methods in the United States, such as super markets and large chain department stores.

But of even greater difficulty is the ancient Oriental practice of bargaining for everything. This custom causes the merchant to hesitate to advertise prices; it affects the newspaper in that the advertiser expects to bargain with the publisher on space rates—with the result that some newspapers wind up charging different rates to different customers for the same space, or even different rates to the same customer this week than last. In any case, establishment of hard and fast space rates as in the States is a difficult proposition at best.

National advertising is only now beginning to develop, and has hardly scratched the surface of the provincial press thus far. They need an American style WNR or Greater Weeklies; they need an NEA.

**F**INALLY the publisher suffers, too, from enormous operating costs, by comparison with ours. Printing machinery is much more expensive than in the States, with the result that the Filipino must use old, expensive, hand

equipment rather than modern, fast automatic machines.

Power costs are fantastically high—as much as 17½ cents per kilowatt hour, at the start. Newsprint costs about 17 to 18 cents per pound, approximately double the cost in this country.

So probably it is not surprising that labor rates are low and that the average provincial journalist in the Philippines works at it only as a part-time job. In addition, he may be a teacher, a lawyer, an engineer or a clerk.

**T**HE Filipino is without doubt the most courteous individual in the world—courtesy is as much a part of him as breathing. His face, unlike most of the rest of the Orient, has expression and the open, frank friendliness of the American. Maybe we gave him that, but the quick, wide, spontaneous smile is all his own.

He is a wonderful host, thoughtful and generous to a fault.

He is producing, today, some of the most beautiful textiles women's and men's apparel have known until now—from such fibers as *abaca* (source of hempen rope), *pina* (fibre derived from the pineapple plant), *jusi* and *ramie* (produced from other native fibers)—and his women weave and embroider them with consummate skill, all by hand.

He is experimenting with many things—agriculture, architecture, ceramics, building construction, art, to mention just a few. He is a highly competent doctor, nurse or surgeon; as a lawyer and an orator, he is unexcelled. As a cook, he rivals the best in France and Italy. Music is born into him both in voice and rhythm, and there is no instrument he cannot play and play beautifully.

**H**E is all the more amazing, because he lives in a tropical paradise filled with flowers and an abundance of foods, where a man and his family can, literally, live on almost nothing per year (in terms of money) and very little hard work.

Above the blue, blue mountains, the rice paddies and the canefields, up through the gently waving fronds of the coconut palms, and out across the sultry, lazy loveliness of wide, far-flung beaches combed with white and foaming surf, he has glimpsed a star.

It is the best and the brightest in the Orient.

# Local Pictures Face Stiff Competition in Fight for Attention of the Reader

*Formula for better photo coverage includes more competent picture editors, higher standards for photographers, says this writer.*

By C. WILLIAM HORRELL



A free lance photographer since 1937, Dr. C. William Horrell is now an Assistant Professor of Journalism at Southern Illinois University.

**L**OCAL newspaper pictures today face stiffer competition than ever before. They must compete with the photographic cream of the crop as presented by the top magazines, such as *Life* and *Look*. They vie with television news for the reader's attention. They also must fight for space with the best of the daily yield of telephoto pictures.

Editors making the obvious, and sometimes odious comparisons, might well take a good look at their own photography department. Here are some of the questions they might ask:

1. Does the paper have a competent picture editor, and does he have sufficient authority?
2. Does the paper have a staff trained in modern pictorial journalism?
3. Are the existing employment policies and standards high enough to attract top-flight photographers?
4. Is there an adequate on-the-job training program?
5. Are our future plans keeping step with the changing role of the newspaper?

Some idea of what the replies to these questions would be was gained by a study of the photography departments of seven midwestern metropolitan newspapers. Without passing judgment on the operation of the photography department of any individual newspaper, some pertinent generalizations can be made.

**T**HERE is little relationship between the size of the photographic staff and the quality of the output. However, on every newspaper doing an effective job of photo reporting there was a competent picture editor, who usually reported directly to the managing editor.

The title of picture editor covers varying responsibilities and duties.

For example, one picture editor writes captions and engraving orders. Such a person should be called a lay-

out man—not a picture editor. A picture editor worthy of the title should perform several functions.

He should have a voice in shaping the over-all general picture policies. By working with top-level policy making personnel he can bring about a better understanding of the function and value of pictorial presentations of the news and feature material. For example, a picture editor should assist in determining policies on picture selection, page layout, cut sizes, and caption content.

**H**E should either make assignments directly to the photographers or at least control assignment procedures of the photographers' supervisor. One outstanding editor said, "I try to build up a photographer's interest and enthusiasm in each assignment. I try to send him out thinking that his assignment is the most important one of the day and you would be surprised how many times this pays off in outstanding picture coverage of a routine assignment."

A picture editor should recognize outstanding picture coverage. He should give by-lines when the photograph warrants such recognition.

All papers have a definite editorial policy and style of reporting the news but few have coordinated policies governing picture coverage and use. An able man on the picture desk can, and should, unify the thinking and use of pictures throughout the paper. A balanced and effective use of pictures will be more apparent when such policies are carried out.

Few of the picture editors today have had any formal training in photography or photojournalism. However, about 85 per cent of these editors have college degrees. In many cases, photojournalism was not considered an academic subject when they went to school, while others were drafted for the position because of their aptitude or interest. One "pic-

ture editor" said, "I was given this job, not for my qualifications, but because they couldn't get anyone else to come to work at 6 o'clock in the morning."

About 50 per cent of the chief photographers and less than five per cent of the photographers on the newspapers studied held college degrees. From these figures it might be assumed the position of photographer on a metropolitan newspaper has not attracted college trained men. There are several explanations given for the lack of college trained photographers. Prestige of a photographer has not been as high as that of the reporter in the past. To those who are not familiar with effective journalistic photography, it might appear that the job offers little challenge—that it is a technician's job. Consequently, too few serious journalists have chosen this field.

**T**HERE is small turnover of photographers on metropolitan staffs. On many papers a photographer "marries" the job when employed. This fact makes it difficult for a young photographer to move up into a metropolitan staff.

Should we expect our photographers to do more investigating and thinking about their assignments? The answer is "Yes!" Unless a photographer has a background knowledge of the subject he is interpreting for the reader, he will usually photograph the obvious and spectacular. On the other hand a photographer who investigates the causes and effects, the reasons, implications, or underlying motives will be in a

(Turn to page 14)



*Great oaks of journalism grow only where the winds of freedom blow through their branches, Dr. Alberto Gainza Paz, noted publisher and editor of La Prensa, warns in reminding Sigma Delta Chi convention that*

## A Free Press Is the Instrument Which Can Make Modern Democracy Effective

Introduction by Barry Bingham

**O**UR guest of honor tonight is a man who has suffered many vicissitudes. At the same time, he has had an experience that comes close to being unique in journalism. He has lived to find himself a personal symbol of a free press, and to see the great paper he owns become a cause among all those who love freedom.

The paper is the Buenos Aires daily *La Prensa*. It was founded in 1869. Our speaker's father, who also operated *La Prensa*, had a concept of his paper's mission which I want to quote to you:

"To give information with exactness and truth; not to omit anything the public has a right to know; to use always an impersonal and proper style, without prejudice to rigorous and forceful critical thought."

**D**OES anybody know a better statement of what a newspaper should do and be in a free country?

Herbert Matthews of the *New York Times* had this to say about *La Prensa* at the time when its light was for a while extinguished:

"All that was best in Argentine life was reflected in its pages. It became the symbol of which the humblest Argentine was proud, because he knew that wherever free journalism was respected, *La Prensa* was honored."

The paper had for years the reputation of carrying more foreign news than any other daily anywhere. But it also carried domestic news, fully and fairly. It was its careful coverage of happenings in Argentina that won the fear and hatred of the Argentine dictator, General Peron. He determined to stop *La Prensa's* dangerous practice of truthful reporting. Through the ruse of a strike, he seized the paper in 1951.

**N**OW the dictator himself has been eliminated, and *La Prensa* is restored to its rightful owners and their great tradition. Yet the lesson of what happened to this newspaper must not be forgotten in the free world. Let me

**T**HIS address by Dr. Alberto Gainza Paz, editor and publisher of *La Prensa* and national honorary president of Sigma Delta Chi in 1955-56, was delivered at the 1956 convention of Sigma Delta Chi at Louisville, Ky. In the belief it is an inspiring declaration of a free press everywhere, it is presented here, with the introduction of Dr. Paz by Barry Bingham, editor and president of the *Louisville Courier-Journal*, and national honorary president of Sigma Delta Chi for 1956-57.

read you a brief message of warning:

"Many are the roads that lead to loss of liberty. In first abuses of authority, in first excesses of power that seem innocent of greater danger, the seeds of dictatorship are sown."

The man who wrote those words had tragic reason to know their truth. He is our guest tonight, Dr. Alberto Gainza Paz. I take deep honor in presenting him to you.

### Dr. Paz's Address

**D**URING the five years of my exile I contracted many debts of gratitude. They were to institutions like this one and persons like you here present who unselfishly took up the cause of freedom—a cause which the newspaper *La Prensa* defended and was confiscated for defending.

These debts are impossible to pay back. But we of *La Prensa* happily recognize them. And in our turn, we can help somebody else who is in danger for the same reason. That is what we intend to do. We will keep on fighting for the principles which inspired your noble support in our dark days—for the public's right to read printed facts and varied opinion, to discuss and concur—and to disagree.

To express once more my gratitude, I come here to the meeting of your association, the now famous fratern-

nity which for half a century has been a living symbol of professional journalism in the United States. It is five years since Sigma Delta Chi honored me with its membership, at a time when my paper was in the unclean hands of a tyrant.

**M**Y membership in your fraternity, so generously offered to me in such somber circumstances, was one of the most comforting moral aids which I could have received. From 1951 on, the free press of the United States made *La Prensa* a continental issue. To that was added the immense moral value of Sigma Delta Chi: It welcomed as an honest newspaperman one who in that bad time was an editor without a newspaper, because his newspaper had become the spoils of dictatorship.

When in April 1909 a little band of students at DePauw University organized a society of those who aspired to journalism, they surely could not suspect the scope their inspiration would achieve in a few decades. No more could they have foreseen that within half a century journalism would have to fight for the people's right to know—which is the essential principle of our profession, even the reason why the press exists.

Without doubt, humanity goes forward. But even while some events affirm man's progress, other events mark only his retrogression.

**T**HE progress of this half-century is so surprising that I can compare it only to those epochs which saw the invention of movable type and the first appearance of European man in remote America. Today, creative minds pierce the skies; the days that used to separate continents are reduced to hours and almost to minutes; the human voice is heard instantly in all confines of the world; man extracts fabulous energy from the tiniest particles of the known universe. These achievements mark the line of advance.

But—this same man is denied his liberty—is denied freedom—by other men. This incredible denial marks



the line of regression and of man's defeat.

**T**HE genius of free man leads him forward. But the totalitarian state pushes him backward. We are witnessing the tremendous, decisive, fight between the giant state and the little free man. On the result of this fight will depend the future of humanity. Here is the tragedy of the twentieth century.

In 1909, when Sigma Delta Chi was founded, the fetters which dictators now impose on the press in so much of the world were not even glimpsed by the free and democratic students of Greencastle, Indiana. Your fraternity spoke of the noble principles of journalism, of a high code of ethics for the press, of a fraternal spirit. The word liberty was not mentioned—because liberty was taken for granted.

**N**O such fraternity could be founded today without the necessity of affirming solemnly that without freedom there is no true journalism. What American republic is free now from real or potential threats to the exercise of absolutely free journalism? Even where there is free expression—and unhappily only a few countries in our hemisphere have it—there are still ignorant people who believe that freedom is dangerous. Those who fear freedom are also freedom's enemies. The dictators raise

their tragic throne on the fears of the ignorant and the indecisive.

The measure of a country's freedom can be told immediately by looking at its press. Envision the map of the world: You will see great newspapers only where there is the greatest liberty. I call great not just the newspapers which have achieved economic strength, but all those honest newspapers which ably serve their communities and show moral force. Tall trees do not grow in a greenhouse, and the great oaks of journalism grow only where the winds of freedom blow through their branches.

**T**HERE are governments in the Americas that do not deny liberty—they merely do not understand it. There are short-sighted rulers who want to reduce the mission of the press, not realizing that the press is essential to the formation of that public opinion which alone can make democracy effective.

Journalism is born in freedom and it fights for liberty. This double characteristic is common to independent newspapers and newspapermen in all the world. There is a fraternal feeling among newsmen which is universal. It amounts to a brotherhood of freedom. It unites us despite frontiers, in good times and bad.

This brotherhood of freedom needs no formal charter, and is producing splendid results in the New World.

It gave birth to a magnificent institution, called the Inter-American Press Association, formed six years ago and now comprising more than five hundred newspapers from Canada to Argentina. IAPA is typically American inspired by the same democratic principles which built our New World.

**L**IKE Sigma Delta Chi, the Inter-American Press Association fights for freedom of news and opinion. It works not for itself, but for the good of all the Americas.

"America for the Americans" was the essence of the Monroe Doctrine. We now know, in the light of history, that our real battle cry is, "America for Liberty." And we of the press are called to take a principal part in making this cause triumph. America for Liberty!

## Worth Quoting

**"T**HE Asian press knows that one of the greatest contributions to a democracy is a free, independent and strong press . . . the marvelous dedication of the Asians is contagious."

J. MONTGOMERY CURTIS, Director of the American Press Institute, on his return from a tour of the Far East.



Two past presidents of Sigma Delta Chi talk with Dr. Alberto Gainza Paz, right, fearless editor and publisher of *La Prensa*, Argentina's leading newspaper, and national honorary president of Sigma Delta Chi in 1955-56. Seated at left is Robert U. Brown, president and editor of *Editor & Publisher*. Standing is Mason R. Smith, publisher of two New York state weeklies, the *Gouverneur Tribune-Press* and the *St. Lawrence Plaindealer* at Canton, N. Y. Paz was exiled from Argentina in 1951 by dictator Juan Peron, but returned in late 1955 after Peron was ousted from power.

## Local Pictures

(Continued from page 11)

better position to visualize and present an unbiased and truthful interpretation of his assignment.

**F**OR example, a picture of a teenager who has committed a crime and is shown behind bars tells only one part of the story. The informed photographer will attempt to visualize the reasons why such a person became involved with the law.

Present employment standards are too low. Some papers have no minimum educational requirements. Other papers require only a high school education. One of the ways to raise the level of press photography is to raise the standards for admission into the field. By so doing, newspapers will attract more intelligent, and more professional persons into this vital area of communications.

Newspapers are not giving much advanced training to their photo staffs. Most newspapers merely send their new men out with older staff members to learn photographic techniques, routines, and the geography of the city.

There is a lack of technical literature and general information material made available for photographers. With the increased emphasis on color photography in all areas of communications and entertainment, a concerted effort to inform and train photographers to understand and use color materials would appear to be a sound investment.

**N**EWSPAPER editors do not appear to be making intelligent plans for the new role of photography. They have given little thought to the changes television will bring to photo news reporting. In the face of this competing medium, several far-sighted editors have re-examined their photo coverage and are making plans to change the emphasis on story coverage. Instead of covering the same stories in the same manner as television, some newspapers are planning to include the sidelights of a story in addition to the "one-shot" approach. Such a change in handling a story will provide the readers with more information about the story which they saw flashed on their television screen.

If newspapers meet this challenge of visually covering their stories, they must do one of two things. They must increase their staffs or reduce the number of assigned stories. Obviously, it takes more time to make a series of pictures on an assignment

than a single representative or illustrative picture. By culling out the stories which are likely to produce stereotyped pictures, the effectiveness of the over-all coverage probably will not be reduced. If an analysis of rejected photos were made, it might be an eye-opener to see how many assignments should not have been made in the first place.

**T**O sum up: Better pictures demand, first of all, better direction from the top. Insist on a competent picture editor and give him full authority; raise the standards of the photographic staff; provide better on-the-job training; and recognize outstanding work.

The payoff will be local pictures that can hold their own in reader interest.

## From Quill Readers

(Continued from page 4)

sidered a bucolic souvenir of the journalistic cornfield.

One of the most effective means of re-establishing "the bloom" among young people would be for Sigma Delta Chi or other organization to undertake the development of counseling films and "kits" available to advisers and counselors. The supply of visual materials available on behalf of the editorial side is almost completely lacking. This type of material should also be made available to hometown editors and to organizations on campus or in lay circles dealing with "career field days," etc. There are other means of assisting with the problem, but this would be a wholesome and effective step in the right direction.

**KEN KITCH**  
Head, Department of  
Agricultural Journalism  
California State  
Polytechnic College  
San Luis Obispo, Calif.

*To the Quill:*

That was a good piece by Richard J. Davis in the December *QUILL*; I don't agree with him completely, but on the whole it was a fair, reasoned statement of the situation as one man sees it.

But *who* wrote that head? Out of 46 column inches of copy, about eight inches was devoted to the author's thoughts on the military mind—and close reading indicates that his quarrel is not so much with the military but with the political or business minds that control the military.

**ARTHUR SYMONS**  
Colonel, Arty-USAR  
Secretary and General Manager

## CLASSIFIED ADVERTISING

Rates: Situations Wanted 08 per word; minimum charge \$1.00. Help Wanted and all other classifications 15 per word; minimum charge \$2.00. Display classified at regular display rates. Blind box number identification, add charge for three words. All classified payable in advance by check or money order. No discounts or commissions on classified advertising.

When answering blind ads, please address them as follows: Box Number, *THE QUILL*, 35 E. Wacker Drive, Chicago 1, Ill.

### MISCELLANEOUS

**LOOKING FOR A PUBLISHER?** Send for our free brochure which tells how we can promote and distribute your book. Ask for booklet QL, Vantage Press, 120 W. 31, New York.

### HELP WANTED

**EXPERIENCED REPORTER** for general news coverage, starting pay \$105 for 5 day 40 hr. week. Good working conditions. Midwesterner preferred. Company paid hospital insurance and pension. George Crawford, *News-Sun*, Waukegan, Illinois.

### FOR AN OHIO MAN

Young man with two to five years experience on small Ohio newspaper for large company's employee magazine staff. Knowledge of photography helpful. Applicant should outline fully educational background and experience, giving references, present salary, and draft status. Box 1143, *THE QUILL*.

### WHAT IS YOUR GOAL IN LIFE?

Want a better job, more pay?  
Use The *QUILL* classified Situation Wanted ads to contact prospective employers.

## 1957 WARNING from The Wall Street Journal

During the next three months, you will need to keep up to the minute on news affecting your future and the future of your business.

Because the reports in *The Wall Street Journal* come to you DAILY, you get the fastest possible warning of any new trend that may affect your business and personal income. You get the facts in time to protect your interests or to seize quickly a new profit-making opportunity.

To assure speedy delivery to you anywhere in the United States, *The Journal* is printed daily in five cities—New York, Washington, Chicago, Dallas and San Francisco. You are promptly and reliably informed on every major new development regarding Prices, Taxes, Consumer Buying, Government Spending, Inventories, Financing, Production Trends, Commodities, Securities, Marketing and New Legislation.

*The Wall Street Journal* has the largest staff of writers on business and finance. It costs \$20 a year, but in order to acquaint you with *The Journal*, we make this offer: You can get a Trial Subscription for three months for \$6. Just send this ad with check for \$6. Or tell us to bill you. Address: *The Wall Street Journal*, 44 Broad St., New York 4, N. Y. QM-2



# Sigma Delta Chi NEWS

No. 53

February 1957

## Committee Takes Dim View of Free Loading

Because of the general interest expressed in Part II of the report of the 1956 Sigma Delta Chi Committee on Ethics and News Objectivity it is reprinted here.

### II—ETHICS

Newspapers and newspapermen continue to be tormented by an almost endless profusion of merchandise samples, gifts and other inducements, all designed to influence what is disseminated by our mass communications media.

The "free loading" parade seems to go on unabated with many, too many, newspaper executives turning their heads and permitting the buildup of a system which is degrading and which gnaws at the existence of any ethical set of standards.

As last year's report pointed out, there are ethical violations in sports, women's news, travel, entertainment and in some areas of general coverage. Recently, there has been added a new dimension—television.

Much of the blame for this embarrassing nuisance can be laid at the door of many American advertising and press relations firms. Letters of complaint from editors are all too frequently unanswered and samples of merchandise and gifts continue to arrive.

What is the self-respecting newspaper to do?

In one instance, a leading newspaper insists upon the return of such items which it considers extravagant in value. But here the annoyance and expense of repackaging and mailing is upon the newspaper. All it can boast is that its ethical standards have been upheld.

The ingenuity of the American press agent is never-ending. To promote one TV program, an advertising firm sent aluminum chairs ("you be the director"); another sent an expensive assortment of imported foods; still another sent silver dollars to TV editors ("making you a stockholder").

What is a self-respecting person to do with a silver dollar so received? Buy a lunch? Give it to the youngsters? One daily notified the advertising agency it was giving the dollar to charity.

But the question is: What manner of  
(See page 16, column 1)

## Chicago Professional Chapter Starts Carl Kesler Memorial Fund

A scholarship fund honoring the memory of the late Carl R. Kesler, editor of *THE QUILL*, has been established by the Chicago Professional Chapter. Chapter president James R. Brooks, public relations manager for Ekco Products, in making the announcement explained that the memorial fund will be used to

provide aid to young journalists who indicate they can and will carry on the ideals of Sigma Delta Chi as exemplified by Carl R. Kesler.

The fund has been set up separate from the regular chapter treasury and will be administered by a special committee. Under present plans journalism students in their final year at Northwestern University, the University of Illinois, or other journalism schools will be eligible to receive cash gifts if they are in need of financial help to complete their education.

In sponsoring the fund, the chapter has set up an initial goal of \$1,000 and is seeking contributions which it hopes will far exceed this amount. Persons wishing to make contributions are asked to send them to Gene Schroeder, International News Service, 326 West Madison Street, Chicago, Ill. Checks should be made payable to the Carl R. Kesler Memorial Fund. It was pointed out that contributions are deductible for tax purposes.

President of Sigma Delta Chi from 1949 to 1950, Kesler became editor of *THE QUILL* in July of 1945. He served on the three-man wartime Headquarters Committee which was entrusted with Sigma Delta Chi affairs while practically all of the campus chapters were inactive, and was elected to the national Executive Council of the Fraternity in 1944. In 1947, he received the Wells Memorial Key, highest honor awarded by the Fraternity.

Born Jan. 22, 1898, in Greenville, Ill., Kesler graduated from Beloit College, Beloit, Wis. His newspaper career began in 1920 on the Quincy (Ill.) *Herald Whig* where he served as a reporter, city editor and news editor. He joined the *Daily News* staff in 1925 as a copy editor and served as an assistant city editor and as editor of the state edition of the *Daily News* before assuming the duties he held at time of his death last July. During his years as a *Daily News* editorial writer, he specialized in analyses of higher education problems and foreign affairs.

## Sigma Delta Chi Cites Newsmen's Courage

The Executive Council of Sigma Delta Chi recently made public the following resolution:

"BE IT RESOLVED that Sigma Delta Chi pay tribute to the journalists who have covered the revolt in Hungary at the risk of their lives. They smashed the iron curtain of censorship.

"Their courage in carrying out their assignments in the face of certain reprisal, their devotion to the highest ideals of journalism, commands the world's respect and gratitude. Some of the blood that stained the streets of Budapest was their blood.

"The forty-odd Western reporters covering these stirring events were quick to give the outside world eye-witness accounts, knowing that the importance of the story transcended their personal safety. Jean Pierre Pedrazinni was killed in the performance of this sacred trust, and many of his companions were wounded. These brave men have added dignity and value to their profession, and have given to journalists everywhere a new sense of pride."

### Staff Changes

Wayne Rowland, of the department of journalism, Southern Illinois University, Carbondale, has been appointed assistant to *THE QUILL*'s editor, Charles C. Clayton. He began his duties with the February issue.

Barbara Wedmore, Headquarters' staff assistant since last June, has resigned effective February 15. She plans to move to Florida.

## 1957 National Theme Seek Talent—Nurture It

### SDX Convention Dates

1957—Shamrock Hotel, Houston, Texas, November 13-16.

1958—Grant Hotel, San Diego, Calif., November 19-22.

1959—Claypool Hotel, Indianapolis, Ind., November 11-14.



## Freeloading

(Continued from page 15)

press have we in the United States if such agencies consider it necessary to spend vast sums in petty bribery? If it does not classify as bribery in fact, it is at the very least bribery for attention.

Women's page editors continue to receive a vast assortment of samples, of foods, clothing, household appliances. Food writers have been known to receive hundreds of dollars worth of equipment "on assignment." One nationally known editor has asserted that automobile writers have been known to get big discounts on cars, direct from Detroit factories, for themselves and other staffers. From time to time, we in journalism are faced with the scandal of a sports writer found receiving side payments for publicity.

All of these evils will continue so long as newspaper managements squirm away from laying down adequate rules for the conduct of their employees—rules which protect both the newspaper's independence as well as that of the individual journalist.

This whole area is one of the disgraces of modern journalism. The responsible publisher and editor owe it to the cause of professionalism to let staffers know that news columns can never be for sale—at any price, at any time, under any circumstances—and that any kind of inducement is not merely a nuisance, but is bitterly resented.

The Committee recommends that the National Convention once again go on record, as it did in 1955, as urging all newspaper managements and all editors to tighten standards of ethical operation; to issue such staff instructions as will make improper the acceptance of any gift or favor tendered in the hope of influencing news judgments; that all newspaper managements be urged to adopt the practice of declining any travel, hotel, or other expense subsidy connected with any type of news or editorial coverage; and that, further, the officers of the Fraternity notify all leading advertising and public relations agencies by letter that the National Convention has deplored the continued sending of merchandise samples, gifts or other inducements.

The Committee, further, reminds American newspaper editors that they cannot shrug off their own responsibility, ethically or professionally, as regards the columns they purchase. Blatant innuendo and bad taste cannot be condoned on grounds of a lack of control. A newspaper's columns are a public trust. They do not belong to a columnist. And no editor can bargain away his duty to demand accuracy and good taste.

## DUES POLICY

The National Dues collection policy and regulations as adopted by the 1953 National Convention are as follows:

All members are billed for National Dues on a calendar basis rather than during the anniversary month each became a member. National Dues are \$5 a year.

Members must pay current National Dues in order to be eligible to belong to a Professional Chapter, attend Convention, hold National Office, and to receive the services and privileges of the Fraternity.

The Fraternity will drop from its roster a member who is more than three years in arrears of dues at any time. Such a member may be reinstated only on payment of all back dues.

## Elder Statesmen of Sigma Delta Chi



The past presidents' breakfast reunion during the Sigma Delta Chi Convention was attended by the following, seated, left to right: Walter Humphrey, editor, Fort Worth (Tex.) *Press*; Robert U. Brown, president and editor, *Editor & Publisher*, New York City; Al Bates, vice president, *Selva & Lee*, New York City; Barry Faris, editor-in-chief, *International News Service*, New York City; Standing, Don Clark, president, Clark Publications, St. Louis, Mo.; Irving Dilliard, editor, editorial pages, St. Louis (Mo.) *Post Dispatch*; Charles C. Clayton, visiting lecturer, department of journalism, Southern Illinois University, Carbondale, Illinois, and editor of *The QUILL*; James Stuart, editor, *The Indianapolis (Ind.) Star*; Luther Huston, Washington Bureau, *New York Times*; Alden C. Waite, president, Southern California Associated Newspapers, Los Angeles, Calif.; Bill Smith, Madison Correspondent, Milwaukee (Wis.) *Journal*; and Edwin O'Neel, publisher, Hagerstown (Ind.) *Exponent*. All are past presidents of Sigma Delta Chi except Al Bates who served as executive secretary from 1929 to 1934. He has attended 20 of the last 24 conventions, starting in 1928. (Editor's note: We will be interested to hear whether anyone has a better record.)

## Resignations

The following members have resigned their membership in Sigma Delta Chi under the following Article 4, Section 7 of the Fraternity's Constitution: "Membership is a continuing function, which may be severed creditably by a member only by his written resignation and payment of dues to date."

Walter R. Abbott Jr., Engineer, Horse-shoe Drive, Saratoga, California; Neil Petree, President, Barker Bros., Seventh Street Flower and Figueroa, Los Angeles, Calif.; Edward A. Rowe, Washington, D. C.; Robert C. Eckhoff, Kent, Ohio; Rev. Waldo R. Hunt, Vicar, St. Andrew's

Episcopal Church, Drayton Plains, Michigan; Lt. Col. Robert B. Swatosh, Dept. of Motors, TAS, Fort Sill, Oklahoma; Charles J. Duesler, District Manager, Mutual Benefit Life Insurance Co., Huntington, Indiana; Henry W. Kelly, Park River, N. Dakota; John Hawks Schmidt, Des Moines, Iowa; Richard Y. Moss, Canton, Ohio; Thomas Greer, Earleville, Md.; James D. Benefield Jr., Attorney, Stone Mountain, Ga.

E. Allen Hawkins Jr., New Haven, Conn.; Roger C. Lakey, Scholz Homes, Inc., Kansas City, Missouri; Robert L. Cromwell; J. Pembroke Hart; Sam B. Warner Jr., Cambridge, Mass.; Russell H. Miles, Kingsport, Tenn.; James S. Sheehy, United Press Associations, San Francisco, Calif.; John P. Hawk Jr., Dayton, Ohio; Robert I. Garver, Wilton, Conn.; Clifford M. Hardin, Chancellor, University of Nebraska, Lincoln, Nebraska; Joseph H. McDivitt; Vincent D. Caldwell, Chamblee, Ga.; E. W. Jones, Member of the Armed Forces; Edward T. Ingle, Washington, D. C.; Bryan Collier, Capt. Public Relations Officer, *The Citadel*, Charleston, South Carolina; E. Ted Olson, Sapulpa, Oklahoma.

The Sigma Delta Chi NEWS is a publication for and about the members of Sigma Delta Chi. It reports on the news of the Fraternity and its members. We suggest that members of Sigma Delta Chi be clearly identified as such in your releases.

The Editors



## Sigma Delta Chi NEWS

The Sigma Delta Chi NEWS is published monthly by Sigma Delta Chi, Professional Journalistic Fraternity. Contributions should be addressed to the Editor of the Sigma Delta Chi NEWS, 35 East Wacker Drive, Chicago 1, Illinois. Do not address it to THE QUILL. This only delays it.

February 1957

No. 53

### Favorite Story Department

As editorial writer and moderator of the Public Forum column of the Long Beach Press-Telegram, I have received some strange pieces of mail over the years. But the oddest and most intriguing letter by far was one typed in a narrow column on the extreme left edge of the page, with a vast blank space on the right. In fact, the contributor sent in several letters, typed in just that way, over a period of several weeks. Finally, the author delivered one of his letters in person. I thanked him for his interest in the Forum and inquired, just incidentally, about his curious manner of preparing copy. His reply: "Your note at the head of the Forum column says that letters must be written on one side of the page only."

HARRY KARNS  
Long Beach, Calif.

Sometimes it is better to stick to stock headlines, even though they may become monotonous, than to change them.

When I was an assistant make-up editor on *The Evening Bulletin*, Philadelphia, many years ago, a young man we were training for make-up editing was given the job of getting some inside pages ready for the bulldog.

Day after day our bright boy saw the same head used over the marriage licenses (just a label head, Marriage Licenses) and he became fed up. He decided that the licenses should have a newsier, or at least different, head. Early one morning he changed the line—it happened to be the day before Thanksgiving. Fortunately, we caught the change just before the presses rolled. If we had not, the marriage licenses in that edition would have appeared under the line: Better Than Turkey!

W. LOWRIE KAY  
Editor  
The Latrobe (Pa.) Bulletin

SDX NEWS for February, 1957

### BOOKS BY BROTHERS

The Sigma Delta Chi NEWS is anxious to print notices on books written by members.

**THE FARMER GIVES THANKS**, by Samuel R. Guard was published by the Abbingdon Press, New York and Nashville.

In this book of fifty-six pages, arranged chronologically to cover the entire year, a farmer offers thanks to God in the language of a man of the soil. There are prayers for the seasons and months of the year, for special days and New Year's to Christmas.

For the man who lives on the farm or reflects on the quiet beauty of rural life, reading and praying these prayers will bring a better appreciation of how God blesses all men through the physical world.

Samuel R. Guard is owner and editor of the *Breeder's Gazette*, a journal for farmers and cattlemen, with offices in Louisville, Kentucky.

### Obituaries

WILBUR G. FRYE (Ky '28), died November 27, 1954 after a long illness.

GEORGE W. CHRISTIE (Mid Pr '37), died July 12, 1956.

NORMAN C. LUCAS (Wis '16), died September 4, 1956.

REV. ROBERT H. BULL (But '26), died December 1, 1956 after a lung operation.

STANLEY C. MITCHELL (Mo '35), died January 20, 1956 of leukemia.

GEORGE P. SATTLER (OhS '39), died in July, 1956.

VERNON E. BUNDY (KnS '26), died in September, 1954.

HAROLD E. BORG (IaS '21), died November 22, 1956.

HARRY J. KAUFMAN (Kc-Pr '48), died November 24, 1956.

JOSEPH W. MILLER (Neb '33), died in February, 1955.

WILLIAM W. FERGUSON (UKn '15), died October 25, 1956.

TOM BOYLEN JR. (UOr '15), died in October, 1955.

RAYMOND P. MOORE (ND-Pr '48), died November 5, 1956 at the age of 53. He was editor/publisher of the *McClusky (N. Dak.) Gazette*.

ALBERT BEVERLY BAKER (Fla-Pr '41), editor/publisher of the *Palatka (Fla.) Daily News*, died in December, 1956.

CHARLES E. BROUGHTON (Wis-Pr '35), former editor/publisher of the *Sheboygan (Wis.) Press*, died in November, 1956.

LEONARD COATSWORTH (UWn '20).

HAROLD R. SCHRADZKE (UMc '15).

SYLVAN E. MAY (NU '33).

MARK M. WERNER (Neb '24).

For each previously unpublished anecdote accepted by this department, The Sigma Delta Chi NEWS will pay \$5. Contributions must be true stories from your own experience and of a humorous nature. Contributions should be typewritten and mailed to Favorite Story Editor, Sigma Delta Chi NEWS, 35 East Wacker Drive, Chicago 1, Ill.

### Sigma Delta Chi Directory 1956-57

#### Headquarters

35 East Wacker Drive, Chicago 1, Ill.

#### Executive Director

Victor E. Bluedorn

\* \* \*

#### Honorary President

Barry Bingham, Editor-in-Chief, the *Courier Journal*, the *Louisville Times*, Louisville, Kentucky.

#### Chairman, Executive Council

Mason Rossiter Smith, Editor and Publisher, the *Tribune Press*, Gouverneur, N. Y.

#### President

Sol Taishoff, Editor and Publisher, *Broadcasting-Telecasting*, 1735 De Sales Street at Connecticut, Washington 6, D. C.

#### Vice Presidents

In Charge of Professional Chapter Affairs: Robert Cavagnaro, General Executive, The Associated Press, 234 Chronicle Building, San Francisco 19, Calif.

In Charge of Undergraduate Chapter Affairs: Edward Lindsay, Editor, *Lindsay-Schaub Newspapers*, Decatur, Ill.

In Charge of Expansion: James A. Byron, News Director, WBAP, AM-TV, Fort Worth, Texas.

#### Secretary

James Pope, Executive Editor, the *Courier Journal*, Louisville 2, Ky.

#### Treasurer

Buren McCormack, Treasurer, *Wall Street Journal* and Business Manager, Dow Jones & Co., Inc., 44 Broad Street, New York 4, N. Y.

#### Executive Councilors

E. W. Scripps II, Editorial Staff, *San Francisco News*, San Francisco, Calif.

Robert M. White II, Editor, *Mexico Ledger*, Mexico, Mo.

V. M. Newton Jr., Managing Editor, *Tampa Morning Tribune*, Tampa, Fla.

Frank J. Price, Director, School of Journalism, Louisiana State University, Baton Rouge, La.

William Ray, Midwest News Editor, National Broadcasting Company, Merchandise Mart, Chicago, Ill.

#### Trustees of the QUILL Endowment Fund

Chairman: Donald H. Clark, President, Commerce Publishing Co., 408 Olive Street, St. Louis, Mo.; F. Dale Cox, Director of Public Relations, International Harvester Co., 180 N. Michigan Avenue, Chicago 1, Ill.; Donald D. Hoover, President, Bozell & Jacobs, Inc., 2 W. 45th Street, New York, N. Y.; Crawford Wheeler, Vice President, Chase Manhattan Bank, Pine, Corner Nassau, New York 5, N. Y.; Sol Taishoff, Editor and Publisher, *Broadcasting-Telecasting*, 1735 De Sales Street at Connecticut, Washington 6, D. C.

### To-er Is to Err

Take note. It's really not "Sigma Delta Chi-er" or "SDX-er." A member is a Sigma Delta Chi. By all fraternity usage we are Sigma Delta Chis, not Sigma Delta Chi-ers.

## Personals

### About Members

Roderick W. Beaton was named Southern Division Manager of the *United Press* succeeding **Stanley Whitaker** who retired. Announcement of the shift was made by UP President **Frank H. Bartholomew**. Beaton has been business manager of the Southern Division for the last several months. Whitaker will continue to serve the UP as a consultant.



Roderick Beaton

Beaton is a native of California. He was graduated from the University of California at Berkeley in 1948 with a degree in journalism. During World War II he served with the Navy in the Pacific Fleet as an enlisted Navy Correspondent. He joined the *United Press* in San Francisco on June 21, 1948, as a reporter. He became manager in Fresno in September, 1950. Later he was business representative covering Southern California, Arizona and Southern Nevada from regional headquarters in Los Angeles. He was transferred to Atlanta last September. He is the son of P. C. Beaton, executive editor of the *Stockton, Calif., Record*.



Stanley Whitaker

Whitaker is a graduate of the University of Missouri School of Journalism (1922). He began his newspaper career as a reporter on the *Macon (Ga.) News* and in 1923 became city editor of the *Bristow (Okla.) Record*. He joined *United Press* in Kansas City in October, 1924. Subsequently he was Denver bureau manager, Rocky Mountain business representative, and Central Division business representative traveling out of Chicago. He also had business department assignments in Dallas and Kansas City. In 1935 he was transferred to Atlanta as Southern Division manager and has served in that capacity for 21 years.

**Harry S. Baer, Jr.** has been elected secretary-treasurer of the Aeronautical Training Society. He was formerly military editor of *American Publications* in Washington, D. C.

**Paul Shinkman**, WASH-WDON news commentator of Washington, D. C. recently completed a lecture tour in the Midwest.

**Ronald D. Johnson** has joined the *United Press* in Minneapolis, Minn. He is a graduate of the University of Minnesota and previously worked for the *Racine (Wis.) Journal*.

**Lt. Roger N. Anderson** is assigned to the 24th Infantry Division Artillery in Korea as troop information and education officer.

**A. H. (Pete) Inhof**, formerly an editor with the Pennsylvania State University Agricultural Experimental Station, is now in Turkey on an ICA assignment.

He is working on the information program of the Turkish Ministry of Agriculture.

**Harry H. Griggs**, an instructor in editorial journalism at the State University of Iowa School of Journalism, is now editing *The Iowa Publisher*, monthly bulletin of the Iowa Press Association published at SU, while working toward his Ph.D. in Mass Communications. Griggs, a key club member of Sigma Delta Chi, received a B.A. degree in journalism from Indiana University in 1947 and received his M.A. degree there in 1949. He has been an instructor in journalism and supervisor of the student newspaper at Butler University, Indianapolis, Ind.; director of public relations at Wisconsin State College, River Falls, Wis.; assistant telegraph editor on the *Fort Wayne (Ind.) News Sentinel*, and telegraph editor on the *Lafayette (Ind.) Journal and Courier*.

**Theodore A. Serrill**, S.A.X., Pennsylvania state chairman has begun work at a new job as Executive Director of the Washington, D. C. Publishers Association. He had been with the Pennsylvania Newspaper Publishers Association at Harrisburg 13 years and since 1950 general manager. He was instrumental in formation of both the Central Pennsylvania and Tri-County professional chapters.

**Pvt. Donald R. Young** of Indianapolis recently completed the radio teletype operation course at the Army's Southwest Signal School, Fort Gordon, Ga.

**Erwin D. Canham**, editor-in-chief of the *Christian Science Monitor*, has been named chairman of the National Manpower Council to succeed James D. Zellerbach. The Council was established at Columbia University in 1951 with a Ford Foundation grant.

**Bernard Kilgore**, President of Dow Jones & Company, Inc., publishers of the *Wall Street Journal*, has announced that the national daily will have new and expanded publishing facilities for its Pacific Coast Edition. A building at 1540 Market Street, San Francisco, was recently acquired by the Journal and will be remodeled. The daily net paid circulation of all editions now exceeds 450,000 compared with 376,000 a year ago.

**Lester Ziffren** is now Director of Public Relations for Braden Copper Company, Chilean subsidiary of Kennecott Copper Corporation.

**Joseph F. Kobler** has resigned from the *United Press* to join the Shell Oil Company. Kobler joined the U.P. in September, 1955 in New Orleans. He previously worked for the *Houston Chronicle* and the *Shreveport (La.) Times*. He is a graduate of Louisiana State University.

**John S. Langdon**, a 12-year veteran with *United Press*, was recently promoted to business representative with headquarters at Harrisburg, Pa. He had been chief of the UP Harrisburg bureau after working in Philadelphia, Pittsburgh, Baltimore and New York bureaus of the wire service.

**Forrest Pickett** has been appointed

When sending personals to the Sigma Delta Chi NEWS be sure to identify yourself as a member of Sigma Delta Chi. Only releases bearing this information can be used.

staff reporter on the *Marketing News* for the Portland, Oregon area.

**Robert V. Jones** is on the news staff of radio station WASK, Lafayette, Ind. **Jack T. Parker**, **Fred D. Cavinder**, **Dan Thomasson** and **John D. Stevens** have joined the editorial staff of the *Indianapolis Star*. Parker, former city editor of the *Ironton (Ohio) Courier* has just completed a tour of duty with the Army. Cavinder comes from the news staff of the *Terre Haute (Ind.) Tribune* and Stevens was on the staff of the *Terra Haute (Ind.) Star*. All are graduates of Indiana University.

The Army Ordnance Tank-Automotive Command has announced the appointment of **Harold J. Miller**, former



Harold J. Miller

Washington, D. C., newsman and veteran government information specialist as technical liaison officer at Detroit, Mich. Previously he was information adviser to the U. S. Department of Commerce and the U. S. Civil Service Commission. Miller was night managing editor of the *Washington (D. C.) Daily News* before entering government service.

A member of Sigma Delta Chi has stepped into one of the top public relations posts of the business world. On January 1, **Anthony G. De Lorenzo** became vice president of General Motors, in charge of GM's public relations staff. The GM board of directors elected him in December to succeed Paul Garrett, who retired December 31 after heading the auto firm's public relations activities for more than 25 years.



A. G. De Lorenzo

Only 42, "Tony" De Lorenzo takes over his new responsibilities with a background of experience in news, advertising and public relations.

He received his first newspaper training as campus correspondent for the *Racine (Wis.) Journal-Times* while studying journalism at the University of Wisconsin. Upon his graduation in 1936, he turned down a \$25 a week offer from the *Racine* paper to take a job with the *United Press* at \$15 weekly, believing the UP offered greater opportunities.

De Lorenzo spent nine years with UP in Madison, Milwaukee, Chicago and Detroit. He was in Detroit for UP from 1941 to 1944, serving as automotive editor, Detroit bureau chief and Michigan manager.

He joined the Kudner Agency in April, 1944, serving as public relations counsel for the Fisher Body Division of General Motors until April 1, 1946, when he was assigned to the Public Relations Department of the Buick Motor Division at Flint, Michigan.

De Lorenzo joined the General Motors Department of Public Relations on February 1, 1949. He was named director of press, radio and television relations in April, 1955.

Lt. Col. **Don Kight** of Mineral Wells, Texas, for the past three years Deputy and Chief of the Army's Public Information Division, has been ordered to Camp Zama, Japan, where he will be public information officer of Army Forces Far East and Eighth Army.

**Judd A. Grenier** has been appointed instructor in journalism at El Camino College, El Camino, California.

**Joseph Field** has been appointed director of the Ruder & Finn Field Network, Inc., New York public relations firm. A former newspaperman, he is a graduate of the University of Wisconsin.

**Al Smedley**, former sports editor of the Upper Darby (Pa.) *News*, is now junior staff writer in the Radio Corporation of America's department of information at Cherry Hill, N. J.

**Jerry Hess** is now on the copy desk of the Minneapolis (Minn.) *Morning Tribune*. He resigned from the Fort Wayne (Ind.) *Journal-Gazette* where he had worked as a reporter since his release from the army last fall.

Journalists, educators, and students at the Northwestern University Medill



**Kenneth E. Olson**

school of journalism paid tribute Friday, December 7 to **Kenneth E. Olson**, dean of the school. More than 200 persons filled the ballroom of the North Shore hotel in Evanston, Ill. at an alumni-sponsored testimonial dinner to honor Olson for his contributions to education and journalism. After 19 years in the post, he will retire from the deanship for reasons of health but remain on the faculty as a professor. Speakers were Don Anderson, publisher of the Wisconsin State Journal at Madison, Frederick S. Siebert, director of the school of journalism and communications at the University of Illinois, and President J. Roscoe Miller of Northwestern.

**Austin C. Lescarboursa** is serving as a member of the 257th District's Rotary Foundation Fellowship Award Committee in selecting one of the several candidates being considered for a year's scholarship abroad. This is the third time Lescarboursa has served in such capacity. He is a former District Governor (1948-49) and presently Chaplain of the 257th District, and heads a technical and industrial publicity and advertising agency in Croton-on-Hudson, N. Y. His long magazine editing experience includes *Scientific American*, *Popular Science Monthly*, *Dun's Review* and many trade and technical journals, before going into publicity and advertising.

**Marshall Blake**, executive director of the Iowa division of the American Cancer Society for the past seven years, has been named state director of the Washington division. During Blake's term the Iowa division three times won the national programming achievement award of the American Cancer Society. In fund raising for the conquering of cancer the Iowa division never placed lower than fourth in dollars over quota among all ACS divisions while Blake was director. Blake also edited a quarterly cancer magazine, *New Horizons*, with the world's largest circulation of any cancer publication. Its 300,000 copies were sent only to persons asking for subscriptions.

SDX NEWS for February, 1957

Pfc. **Robert R. Lynch Jr.**, has recently joined the public information office staff at the First Antiaircraft Regional Command, Fort Totten, N. Y.

**Tom Erhard**, formerly public relations director of the Albuquerque (N. M.)



**Tom Erhard**

Public Schools, has been appointed assistant director of press and radio services for the National Education Assn. in Washington, D. C. In addition, Erhard has written plays, his first adult drama to be produced next fall by the Theatre Americana in Altadena, Calif. It is a three act drama about a school board in secret sessions.

**Darrell Coover** has been named Executive Secretary to Governor J. Hugo Aronson of Montana with headquarters in the State Capitol Building, Helena. Coover, a 1954 Stern Foundation fellowship winner, has been legislative assistant to U. S. Senator Barry Goldwater of Arizona. He was formerly city editor of the Bozeman (Mont.) *Chronicle* and news editor of the Algona (Iowa) *Upper Des Moines*.

**Gabriel Gelb** has completed work on a master's degree at the University of Missouri school of journalism and is now a general assignment reporter for the New Orleans States.

**Ossian R. MacKenzie**, dean of the College of Business Administration, has been named special assistant to the president of the Pennsylvania State University, University Park, Penn. He will also continue as dean of the College of Business Administration.

**Roger J. Herz** is now assistant to the chairman of the New York City Planning Commission, handling press relations. He is also completing research toward an A.M. at Columbia university. He received his A.B. from the Syracuse university school of journalism.

**Jack E. Goodman** has taken a position with the *Mining Congress Journal* of the American Mining Congress, Washington, D. C.

**Walter F. Merkel**, former vice president and director of Gartley & Associates in New York City has established a firm in the same city to specialize in financial public relations and serve as consultants on shareholder relations.

**Martin Z. Post** of the New York bureau of the Associated Press has joined the public relations firm of Robert D. Eckhouse in New York City.

Pvt. **Gordon Hudelson** is receiving 16 weeks of basic training with the 9th Infantry Division at Fort Carson, Colo.

## LINES OF THE TIMES



"Been down in the pressroom showing the boys their publisher is still the 'Best dad-blamed pressman in the business' I see."



## Chapter Activities

### Wanted: News and Articles

Each chapter should appoint a correspondent whose duty it would be to report local Sigma Delta Chi activities to the SDX NEWS.

**TRI-STATE**—Michael G. Peterson, president of the Tri-State Chapter of Sigma Delta Chi professional journalistic fraternity, has been re-elected to head the organization for another year. Members of the fraternity at the November meeting were urged by A. M. McNickle, vice president of Fidelity Trust Company, to "continue your devotion to the ideals of a free and unfettered press in America." Mr. McNickle was guest speaker at the dinner. Other officers elected for 1957 were: Charles Welsh, manager of the *Associated Press Pittsburgh Bureau*, vice president; Thomas L. Ryan, information director of Pittsburgh Group Companies, Columbia Gas System, secretary; and John C. Manning, Pittsburgh *Sun Telegraph* copy desk, treasurer.

### SEEK TALENT—NURTURE IT

**CENTRAL TEXAS**—The 2-year-old Central Texas Professional chapter had its annual Christmas party in Waco, Texas in December, the only social event held by the chapter during the year. Its once-a-month night meetings are usually devoted to seminars or speakers aimed at developing better understanding between its members and their present or potential news sources. The installation of 1957 officers for the chapter was the highlight of the party. It was done by Lee Bond, news editor for the 9-state Southwest Division office of *United Press*, and President of the Texas Association of Sigma Delta Chi. He was introduced by Thomas Turner, Chief of the Central Texas Bureau of the *Dallas Morning News* at Waco, organizer of the Central Texas Professional chapter and a Texas SDX Association vice president. Officers of the Central Texas chapter installed by Bond were: President, Bill Stinson, *KWTX-TV & Radio*, Waco; Vice President, Murray Neal, *Waco News Tribune & Times-Herald*; Secretary-Treasurer, Thomas Mooney, *McGregor Mirror*; Directors, Mat Jones, *Coryell County News*, and W. S. Foster, *Waco Citizen*. The retiring chapter President, Jack Bowen of the *Temple Telegram*, becomes a board member.—Tommy Turner

### SEEK TALENT—NURTURE IT

**LOS ANGELES**—Frederic C. Coonradt (left), secretary-treasurer of the Los Angeles Professional chapter presents pen sets to two local high school students, John K. Lawsons (center), Notre Dame High School, and Gary King, Canoga Park High School for their outstanding articles in special Community Chest newspapers for public and parochial schools in the Los Angeles area.



**CENTRAL OHIO**—Shown here (right) are three Sigma Delta Chis taking part in ceremonies at Ohio State University naming three newspapermen to the Ohio Journalism Hall of Fame. The three men honored were the late Louis H. Brush, Salem, co-founder of the Brush-Moore Newspapers, Inc.; the late William O. Littick, Zanesville, president and publisher of the Zanesville Publishing Co., and the late Hugh S. Fullerton, Hillsboro, former *Columbus Dispatch* columnist and noted sports writer. Shown in the picture, left to right, are Mrs. Louis Brush, wife of the late Mr. Brush; Mrs. Roy Moore, wife of the late partner of Mr. Brush; Thomas Brush, grandson of Mr. Brush; Clay Littick, son, and William Littick, grandson, of the late Mr. Littick, and Larry Connor, chief editorial writer of the *Columbus Dispatch*, who was one of the speakers at the annual dinner.

### SEEK TALENT—NURTURE IT

**SOUTHERN ILLINOIS**—"America's Position in the World Crisis" was explained by Dr. Frank L. Klingberg, professor of government at Southern Illinois University, at the November dinner meeting for members and wives of the Southern Illinois Professional Chapter. Dr. James D. Kitchen, also of the SIU government department, was moderator for a panel discussion. Participants were Goffrey Hughes, *Southern Illinois, Inc.*; Charles Feirich, *Metropolis News*; Curtis Small, *Harrisburg Register*; and Kenneth Mollman, *Millstadt Enterprise*.—Ray Rowland

### SEEK TALENT—NURTURE IT

**MILWAUKEE**—Elected as officers for 1957 for the Milwaukee Professional chapter are seated, left to right: Vice President, Dick Leonard, state editor, *Milwaukee Journal*; President, Walter Wegner, city editor, *Milwaukee Sentinel*; Secretary-Treasurer, Walter Kante, editor, Jos. Schlitz Brewing Co.; Director, George Wolpert, Public Relations Consultant. Standing: Chairman of the Board, News Director Jack Krueger, *WTMJ*, *WTMJ-TV*; Director, Paul McMahon, travel editor, *Journal*; Director, Edward Johnson, business editor, *Sentinel*.—Walter Kante





## The Book Beat

**J**OURNALISTS concerned with freedom of information (and who shouldn't be?) will be interested in and helped by the new book, "**Freedom or Secrecy**" (Oxford University Press, New York, \$4.00), by a working newspaperman, James Russell Wiggins, executive editor and vice president of the Washington Post and Times Herald.

Basing his discussion on historical facts and cases, Wiggins sets forth in down-to-earth, readable fashion the different constituents of the right of the public to know about the conduct of public affairs and officials, and shows how each is vital to public information.

In ten chapters he discusses the right to know about legislation, judicial proceedings, the executive department and the military establishment of government; about private transactions and their relation to the public interest; the right to print without prior restraint or the threat of punitive reprisal; the right of access to means of publication and the right to distribute without obstruction by government or by private persons countenanced by government. The discussion not only covers the national and state levels of freedom of information, but gets down to problems at the local level where tendencies to secrecy face the individual newspaperman in his task of fulfilling his responsibility to the public.

"The information of the people is the foundation of our whole political system," he points out. "Secrecy threatens that foundation, on whatever pretext or for whatever good reason it is invoked."

"When secrecy is attempted, enormous advantage is derived by those who by the excellence of their connections are able to gain intelligence of impending changes before the general public can learn of them," the author points out. "There is a wicked traffic in this kind of information where lawmakers meet in secret. Those who close public meetings, by the very act, confer a franchise and an advantage and privilege upon the few who can gain access and impose a disadvantage upon the many who are not so fortunate."

The most imposing argument against secrecy is that there is no such thing. Members of a legislative body do not have a choice between the fullest secrecy and the fullest publicity. The committees may close the doors but they seldom can close utterly the mouths of their members . . . who

may report a proceeding with varying degrees of accuracy to different groups of people and so mislead and confuse citizens.

—ALBERT F. MEYER

**T**HE new edition of Prof. Frank Thayer's "**Legal Control of the Press**" (Foundation Press, Brooklyn, \$6.50) brings up to date one of the best of the studies of the legal controls and restrictions relating to journalism. Since the book first made its appearance in 1944, there have been a number of what the veteran member of the University of Wisconsin journalism faculty calls "benchmarks in the continuing fight to maintain freedom of the press." At the same time the broadened fields of communication have created new problems in the field of invasion of privacy, anti-trust actions, etc.

This is not, as are some other texts in this field, a digest of legal cases on the various phases of libel, contempt of court, copyright and other legal subjects, but rather an interpretation of basic principles, presented against a background of the continuing fight for press freedom in this country. Laymen will find this book both interesting and informative. Those in all fields of journalism will find it a valuable reference book. For the teacher of the law of the press it is a comprehensive and authoritative text.

—C. C. C.

**D**R. BURTON PAULA, manager of the University of Minnesota's radio station, KUOM, did the basic research for "**British Broadcasting**" (University of Minnesota Press, Minneapolis, Minn., \$6.00) as a Fulbright scholar in London in 1953-54. Earlier he served in England with the U. S. Office of War Information. Subtitled, "Radio and Television in the United Kingdom," his study traces the development of the British Broadcasting Corporation as a non-commercial public enterprise. He reviews the developments that have led to the establishment of the commercially supported Independent Television Authority.

Dr. Paula analyzes both radio and television programming in England, reports on audience reaction and outlines the organization and technical facilities of both the BBC and the ITA. One of the interesting chapters of his book deals with British broadcasts outside of the British Isles and particularly their effectiveness in reaching behind the Iron Curtain. For

the person interested in either radio or television this is an excellent and objective study and the comparisons with American programming and practices are provocative.

—C. C. C.

**I**NSTEAD of something new, the objective of "**Four Theories of the Press**," by Fred S. Siebert, Theodore Peterson and Wilbur Schramm (University of Illinois Press, Urbana, Ill., \$3.50) is the presentation in clear and precise contrast four already defined approaches to control of the press. For teachers of journalism and graduate students this volume, by three established craftsmen, is a welcome convenience. For members of the working press who may lack the intellectual qualifications for a Nieman Fellowship, it is not recommended.

Briefly, the four forms of control considered are: The kings would control the press by Divine right; the Marxists would control the press by the power of history; the entrepreneur would control the press by the power of free enterprise, and the people should control the press by the power of whatever force is necessary.

—HOWARD LONG

Designed for ready reference, "**Say It Safely**" (University of Washington Press, Seattle, Wash., \$2.25), by Paul P. Ashley, is a bread and butter book with practical applications for newsmen in radio and television as well as on newspapers.

An unfortunate phrasing of a sentence in the article in the December issue of THE QUILL on the Register College of Journalism unintentionally gave the impression that the college is "the only Catholic journalism institution in the world." The fact is there are many other schools and departments of journalism in Catholic colleges and universities.

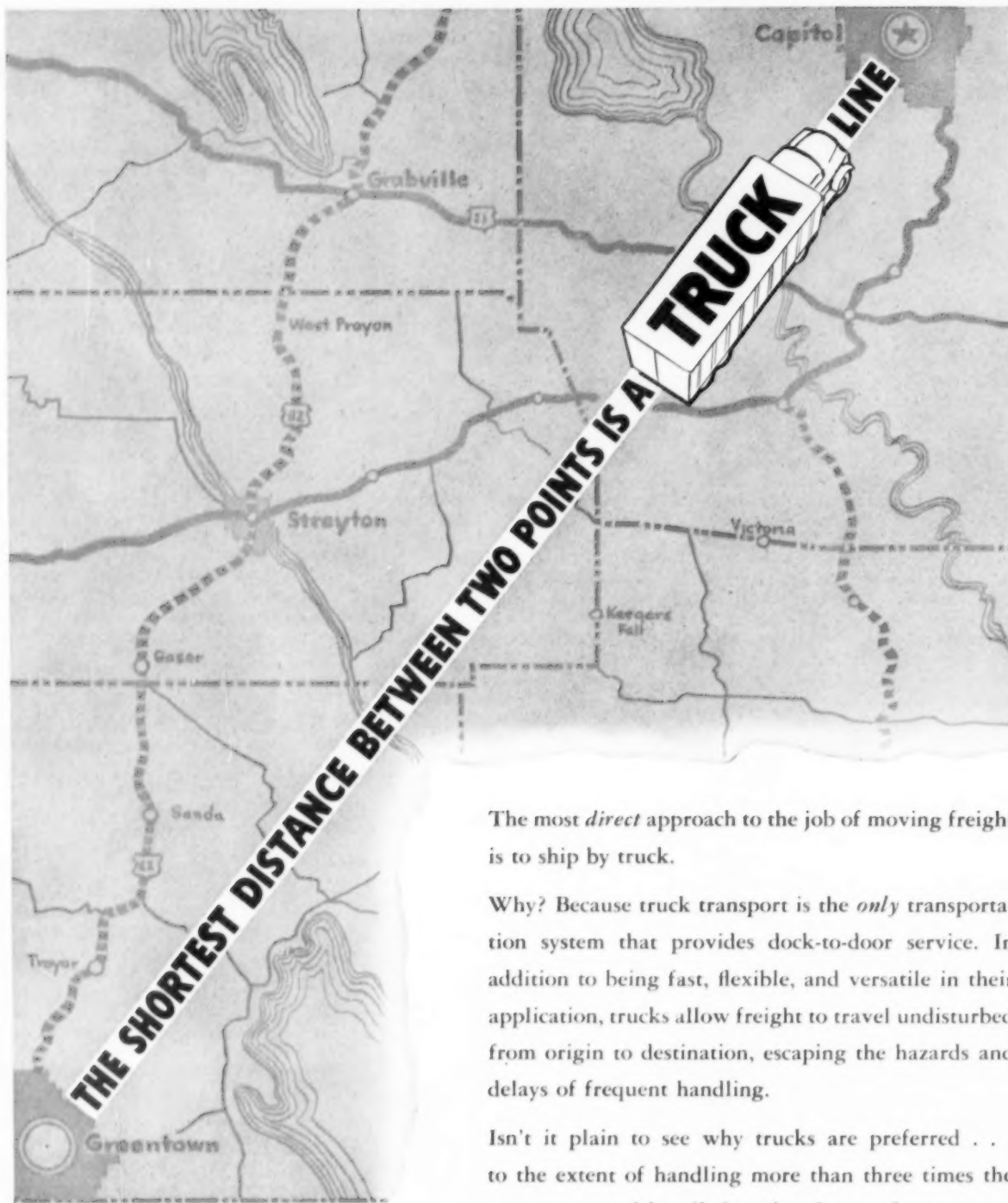
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## AMERICAN TRUCKING INDUSTRY

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***If You've Got It . . . A Truck Brought It!***

THE QUILL for February, 1957



## Gawking on Gorki Street...

*AA Editorial Lands New Ford in Moscow*

Crowds of Muscovites peering at the first '57 Ford, admiring, wondering, questioning . . . "Where did it come from?" . . . "Who's is it?" . . . "Some rich Capitalist's limousine, probably." And as they looked, heard their questions answered, many wondered, for the first time perhaps, about their own industrial achievement . . . if things in America were quite as bad as they'd read in Pravda or heard over Moscow Radio.



It was no accident that sent this shining new sample of America's consumer production rolling through Red Square. It all began back on April 9th, when AMERICAN AVIATION published an editorial by Wayne Parrish, who had recently visited Moscow . . . the first such visit by any aviation or business press editor since the war. Parrish felt the overemphasis on Soviet achievements was unfortunate and dangerous, in view of the enormous gap



between that country and this . . . and their really terrible showing in consumer production.

"Take a simple matter like automobiles," he wrote, "Wouldn't you think one of the most dramatic demonstrations of this country's economic power would be to place at the disposal of the American diplomatic force in Moscow one each of our latest models? They would be sensational. But . . . has a single bird-brain of the State Department made a move to cut through red tape and get some modern cars where they can do some good? No indeed." These words came to the attention of the White House, thence to the State Department, and to the ears of alert Ford Motor people. And so it was . . .

This is not the first time that a single editorial voice raised in protest or suggestion has moved mountains, nor will it be the last time that AMERICAN AVIATION plants seeds of action in spots where they will bear rapid and effective fruit. For throughout the aviation industry . . . and beyond . . . AMERICAN AVIATION is consistently read by the men who make things happen.

P.S. We'd like to say "Thanks" to the gentlemen of the press for the many times you've quoted from American Aviation and Aviation Daily in your coverage of the aviation beat.

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